

718

CIGARETTE USAGE SURVEY
MDI# 94-187-01(T)

Card 1 (5-0)

Respondent #: _____ (1-4) Language: Spanish 1 (10)
Respondent Name: English 2

Telephone #: _____ City: _____

Interviewer: _____

Interviewer #: _____ (6-7)

Interview Length: _____ (8-9)

Date: _____

SCREENER

(BEGIN ALL INTERVIEWS IN SPANISH -- SWITCH TO ENGLISH IF RESPONDENT DOES NOT UNDERSTAND.)

Good morning/afternoon/evening, my name is _____ from Market Development, a marketing research company. Today we are conducting a study about cigarettes and would like to include your thoughts and opinions. We are not selling anything and your answers are strictly confidential.

First of all, we are speaking with people 18 years of age and over.

S1. Are you 18 years old or older?

- Yes 1 CONTINUE
No 2 PROBE: "May I please speak with someone who is 18 years old or older?"

IF QUALIFIED RESPONDENT IS AVAILABLE, REPEAT INTRO AND CONTINUE INTERVIEW

IF QUALIFIED RESPONDENT IS IN HOUSEHOLD, BUT NOT AVAILABLE, ARRANGE CALLBACK

IF NO QUALIFIED RESPONDENTS ARE IN HOUSEHOLD, THANK AND TERMINATE

S2. Are you of Hispanic or Latin origin?

- Yes 1 CONTINUE
No 2 THANK AND TERMINATE

S3. Including yourself, are there any people in your household of Hispanic origin who smoke cigarettes?

- Yes 1 CONTINUE
No 2 THANK AND TERMINATE

S4. Could you please tell me the ages of all the male smokers in your household? *18 years of age and older*

- Male 1 _____ Male 4 _____
Male 2 _____ Male 5 _____
Male 3 _____ Male 6 _____

18 years of age and older

S5. Could you please tell me the ages of all the female smokers in your household?

Female 1 _____

Female 4 _____

Female 2 _____

Female 5 _____

Female 3 _____

Female 6 _____

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S6.

2042030104

MAIN QUESTIONNAIRE

Record Start Time: _____

*18 yrs of age
or older*

Q1. Do you, yourself, smoke cigarettes?

Yes 1
No 2

CHECK LIST OF SMOKERS, AND ASK FOR
YOUNGEST AVAILABLE SMOKER

Q2. Do you smoke filter or non-filter cigarettes, or both?

Filter 1
Both 2

Non-filter 3

CHECK LIST OF SMOKERS, AND ASK FOR
YOUNGEST AVAILABLE SMOKER

Q2a. About how many packs or cartons of cigarettes do you smoke in an average week? (IF ANSWER IS IN DAYS ASK:) About how many packs would that be in a week?

_____ packs or _____ cartons

~~(X)~~ Q2b. You say you smoke (INSERT ANSWER FROM Q.2a). Is that correct?

Yes 1 → (CONTINUE)
No 2 → (RE-ASK Q.2a)

Q3. What is your regular brand of cigarettes, that is the brand you smoke most often? (DO NOT READ LIST. ACCEPT ONE ANSWER ONLY)

USE PRE-LIST HERE

Q4. And is that menthol or non-menthol? READ LIST AGAIN, IF NECESSARY (ACCEPT ONE ANSWER ONLY)

Menthol 1
Non-menthol 2

Q5. And is that the regular full flavor, the lights, or the ultra lights? READ LIST AGAIN, IF NECESSARY (ACCEPT ONE ANSWER ONLY)

Regular full flavor 1
Lights 2
Ultra lights 3

Q6. Is the length the standard king, the long 100's, or the extra long 120's? READ LIST AGAIN, IF NECESSARY (ACCEPT ONE ANSWER ONLY)

Standard king, 1
Long 100's, or 2
Extra long 120's 3

Q7. Do you usually buy cigarettes in the soft paper pack or the hard box pack? READ LIST AGAIN, IF NECESSARY (ACCEPT ONE ANSWER ONLY)

Soft paper pack 1
Box 2

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Q.8 Is that the one with 20 cigarettes to the pack or 25 cigarettes to the pack? READ LIST AGAIN, IF NECESSARY (ACCEPT ONE ANSWER ONLY)

20 per pack 1
25 per pack 2

Q.9 How long have you smoked [INSERT BRAND FROM Q.3]? DO NOT READ LIST (ACCEPT ONE ANSWER ONLY)

3 months or less 1
4-6 months 2
7-11 months 3
1 year to less than 2 years 4
2 years to less than 3 years 5
3 years to less than 4 years 6
4 years to less than 5 years 7
5 years to less than 10 years 8
10 years or more 9

Don't know X
Refused Y

Q.10 Before you started smoking [INSERT BRAND FROM Q.3], were you smoking some other type or size of [INSERT BRAND FROM Q.3], or were you smoking some other brand of cigarette?

Some other type or size of same brand 1
PROBE: "What other size or type was that?"

Some other brand 2
PROBE: "What other brand, type, and size was that?"

No previous brand 3
Don't know 8
Refused 9

Q.11 Why did you begin buying [INSERT BRAND FROM Q.3]? DO NOT READ LIST (ACCEPT MULTIPLE RESPONSES)

Coupon 1
2 for 1 deal 2
Special deal or promotion (free cigarettes or a free gift) 3
Price (brand was on sale or less expensive than regular brand) 4
Store was out of stock of regular brand 5
Wanted a change/Wanted to try something other than regular brand 6
It's a new brand 7
To try this particular brand 8

Other (specify) 9

Other (specify) 9
Don't know 0
Refused X

(IF COUPON NOT MENTIONED IN Q.11, ASK:)

Q.11a Would you use a coupon to buy (INSERT BRAND FROM Q.3) if you received one?

Yes 1
No 2
Don't know 3

Q12. How do you get your cigarettes normally? Do you get them... (READ LIST)? (ACCEPT ONE ANSWER ONLY)

- | | |
|--|---|
| By the pack | 1 |
| By the carton | 2 |
| Both by the pack and by the carton | 3 |

A Q13. deleted

Q14. You told me that your regular brand of cigarettes is [INSERT BRAND FROM Q.3]. In the past 7 days, what other brands of cigarettes have you bought for yourself? Please include all purchases, even if they were just a different type or size of your regular brand. DO NOT READ LIST (ACCEPT MULTIPLE RESPONSES)

USE SAME PRE-LIST AS IN Q.3

(IF NO REGULAR BRAND/JUST STARTED SMOKING MENTIONED IN Q.3, ASK:)

In the past 7 days, what brands of cigarettes have you bought for yourself? Please include all purchases.

(RECORD COMPLETE BRAND NAME - ACCEPT UP TO 5 MENTIONS - DO NOT PROBE)

(IF BRAND MENTIONED IS THE SAME AS REGULAR BRAND, CLEAR WITH:)

Disregarding [REGULAR BRAND], what other brands of cigarettes have you bought for yourself in the past 7 days?

(IF NO PURCHASES IN THE PAST 7 DAYS MENTIONED, VERIFY:)

You told me that in the past 7 days you did not buy any cigarettes for yourself. Is that correct?

REPEAT CLEARING QUESTIONS (Q.4-8) FOR EACH BRAND MENTIONED IN Q.14

ASK Q.15 AND Q.15a FOR EACH BRAND MENTIONED IN Q.14:

Q15. Why did you buy [INSERT OTHER BRAND FROM Q.14] instead of your regular brand? DO NOT READ LIST (ACCEPT MULTIPLE RESPONSES)

Coupon

1

2 for 1 deal

2

Special deal or promotion (free cigarettes or a free gift)

3

Price (brand was on sale or less expensive than regular brand)

4

Store was out of stock of regular brand

5

Wanted a change/Wanted to try something other than regular brand

6

It's a new brand

7

To try this particular brand

8

Other (specify)

9

Other (specify)

9

Don't know

0

Refused

X

(IF COUPON NOT MENTIONED IN Q.15, ASK:)

Q.15a Would you use a coupon to buy (INSERT OTHER BRAND FROM Q.14) if you received one?

Yes

1

No

2

Don't know

3

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- Q16. Where do you usually purchase your cigarettes? (DO NOT READ LIST. ACCEPT MULTIPLE RESPONSES)

Supermarket	1
Grocery store	2
A special kind of store that stays open long hours like 7-11, Majik Markets, or Circle K (a convenience store which might also sell gas) ..	3
A gas station (not a convenience store)	4
A drug store	5
Discount store (like K-mart or Target)	6
Department store	7
Newsstand or stationery store	8
Cigar store or candy store	9
Liquor store or package store	0
Restaurant or bar	1
Military store, like the PX or ship store or commissary	2
Hotel store	3
Office building lobby	4
At the movies or theater	5
At a variety store like Woolworths	6
At work	7
On an Indian Reservation	8
At a wholesale store like the price club	9
from a vending machine	0
From a delicatessen	1
Anywhere	2
Other _____	9
Don't know	0
Refused	8

- Q17. Have you ever participated in any promotion sponsored by a cigarette company? By promotion I mean ~~contests/sweepstakes~~, merchandise give-aways, two-for-one deals, or coupon redemption?

Yes	1 (CONTINUE)
No	2
(DO NOT READ) Don't know/no answer	3

] (SKIP TO Q.18a)

- Q18. Which types of cigarette promotions have you participated in? (READ LIST) (ACCEPT MULTIPLE RESPONSES) (PROBE:) Are there any other types of cigarette promotions you have participated in?

Contests/sweepstakes	1
Merchandise give-aways	2
Two-for-one deal	3
Coupon redemption	4

Other: (SPECIFY)

_____ 5
_____ 6

Privilege Redacted

2042030108

Q18a. Have you ever heard of Marlboro Miles?

- Yes 1 (CONTINUE)
No 2] (SKIP TO Q.19)
(DO NOT READ) Don't know/no answer 3

Q18b. Do you collect Marlboro Miles?

- Yes 1
No 2
(DO NOT READ) Don't know/no answer 3

Q19. Have you ever heard of "The Marlboro Adventure Team?"

- Yes 1 (CONTINUE)
No 2] (SKIP TO Q.21)
(DO NOT READ) Don't know/no answer 3

Q20. Which of the following statements best describes your participation with the "The Marlboro Adventure Team?" (READ LIST. ACCEPT ONLY ONE ANSWER)

- I am aware of "The Marlboro Adventure Team"
but have not participated in the promotion 1] (SKIP TO Q.D1)
I have collected Marlboro Miles but have not
ordered any merchandise 2
I have collected Marlboro Miles and have
ordered merchandise 3 → (ASK Q.21)

(ASK Q.21 IF COLLECTED MARLBORO MILES IN Q.18b. IF NOT, SKIP TO Q.D1)

Q21. What did you order when you redeemed your Marlboro Miles? (READ LIST. ACCEPT MULTIPLE RESPONSES) (PROBE:) Did you order any other merchandise?

- Sleeping bags 1
Jackets 2
Shorts 3
Watches 4
Cigarette lighters 5
Caps 6

Other: (SPECIFY)

7
8

- (DO NOT READ) Have not ordered any merchandise 1

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===== CLASSIFICATION =====

- D1. Finally, I'm going to ask you some classification questions that will help us divide the interviews into groups. Who would you say is the principal grocery shopper for your household? (ACCEPT ONLY ONE ANSWER.)

Self	1
Spouse	2
Other (SPECIFY WHOM AND RECORD GENDER)	9

- D2. Would you say that at home you speak... (READ LIST) (ACCEPT ONLY ONE ANSWER)

Spanish all of the time	5
Spanish more than English	4
Spanish and English equally	3
English more than Spanish	2
English all of the time	1

- D3. About how many hours do you personally spend watching television in an average week? (RECORD EXACT NUMBER)

IF RESPONDENT DOES NOT GIVE EXACT NUMBER, SAY: "Can you do your best to give me an exact number please?"

_____ hours

- D4. Of those hours, how many are spent watching Spanish-language television and how many are spent watching English-language television? (RECORD WHOLE NUMBERS ONLY)

Spanish _____

English _____

- D5. About how many hours do you personally spend listening to the radio in an average week? (RECORD EXACT NUMBER)

IF RESPONDENT DOES NOT GIVE EXACT NUMBER, SAY: "Can you do your best to give me an exact number please?"

_____ hours

- D6. Of those hours, how many are spent listening to Spanish-language radio and how many are spent listening to English-language radio? (RECORD WHOLE NUMBERS ONLY)

Spanish _____

English _____

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D7. How often do you read or look through a Spanish-language newspaper? Do you read or look through a Spanish-language newspaper...**(READ LIST)**? **(ACCEPT ONE ANSWER ONLY)**

*Every day	1
*4 - 6 times a week	2
*2 - 3 times a week	3
*Once a week, or	4
*Less often than once a week	5
*Never (DO NOT READ)	8
*Don't know (DO NOT READ)	9

D8. How often do you read or look through an English-language newspaper? Do you read or look through an English-language newspaper...**(READ LIST)** **(ACCEPT ONE ANSWER ONLY)**

*Every day	1
*4 - 6 times a week	2
*2 - 3 times a week	3
*Once a week, or	4
*Less often than once a week	5
*Never (DO NOT READ)	8
*Don't know (DO NOT READ)	9

D8a. When you see advertising, do you prefer to read the advertising in English or Spanish?

English	1
Spanish	2
(DO NOT READ) Both	3

D8b. When you see cigarette advertising, do you prefer to read the cigarette advertising in English or Spanish?

English	1
Spanish	2
(DO NOT READ) Both	3

D9. Are you currently...**(READ LIST)?**

Single	1
Married	2
Divorced	3
Separated, or	4
Widowed	5
Refused (DO NOT READ)	9

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D10. How many people including yourself live in your household?

	people	Privilege Redacted
D11.		
D12.		

D13. Would you please tell me the last grade of school that you completed? (DO NOT READ LIST)
(ACCEPT ONE ANSWER ONLY)

Some grade school	1
Finished grade school	2
Some high school	3
Finished high school	4
Commercial or technical school	5
Some college	6
Finished college	7
Graduate studies	8
No School	9
Refused	0

D14. In what country were you born?

United States	1	GO TO D16	
Argentina	2	Honduras	13
Bolivia	3	Mexico	14
Brazil	4	Nicaragua	15
Chile	5	Panama	16
Colombia	6	Paraguay	17
Costa Rica	7	Peru	18
Cuba	8	Puerto Rico	19
Ecuador	9	Dominican Republic	20
El Salvador	10	Uruguay	21
Spain	11	Venezuela	22
Guatemala	12	Other (specify)	99

D15. Are you planning to move back to this country sometime in the future?

Yes	1	GOTO D17
No	2	GOTO D17
Don't know	3	GOTO D17

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D16. What is your origin or descent? (IF RESPONDENT MENTIONS SPANISH, ASK "What country are you from?")

Argentinean	2	Honduran	13
Bolivian	3	Mexican	14
Brazilian	4	Nicaraguan	15
Chilean	5	Panamanian	16
Colombian	6	Paraguayan	17
Costa Rican	7	Peruvian	18
Cuban	8	Puerto Rican	19
Ecuadorian	9	Dominican	20
Salvadorean	10	Uruguayan	21
Spanish	11	Venezuelan	22
Guatemalan	12	Other (specify)	99

Don't know (DO NOT READ)

Refused (DO NOT READ)

GOTO D17a

D17. And for how many years have you lived in the United States? (RECORD EXACT NUMBER)

years	
All my life (DO NOT READ)	98
Refused (DO NOT READ)	99

D17a. Do you rent or own the place you currently live?

Rent	1
Own	2
Don't know	3
Refused	4

D18. Are you employed outside of the home or not?

Employed	1
Not employed	2
Refused (DO NOT READ)	9

ASK D18a IF EMPLOYED IN D18

D18a. And what is your occupation?

ASK D20 IF BORN OUTSIDE U.S.
D20. Are you a U.S. citizen?

Yes	1
No	2
Don't know	
Refused (DO NOT READ)	

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D21. And finally, is your yearly household income over or under \$25,000?

IF UNDER: "Is that over or under \$15,000?

IF OVER: "Is that over or under \$40,000?

Under \$15,000	1
\$15,000 - \$24,999	2
\$25,000 - \$40,000	3
Over \$40,000	4
Don't know	8
Refused	9

This completes our interview today. Thank you for your time. Now, could you please tell me if any of the other people you mentioned were smokers in your household are currently home and available to also complete this interview?

Yes, another respondent called to telephone 1 GOTO INTRO AND CONDUCT INTERVIEW

No, another respondent is not available 2 ARRANGE CALLBACK

No, no other respondents in household 3 TERMINATE

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